



Committee Report

Economic Development Advisory Committee Report

Meeting Date: September 14, 2020
Meeting Time: 9:00 a.m.
Location: Town Hall, Council Chambers
32 Mill Street, Thornbury, ON

Economic Development Advisory Committee Recommendations

NOTE: The following are recommendations from the Economic Development Advisory Committee to be considered for adoption by Council

- [Receive Minutes \(September 14, 2020\)](#)

Recommended (Move, second)

THAT Council of The Town of The Blue Mountains receives Economic Development Advisory Committee minutes dated September 14, 2020, as attached, for information purposes.



Minutes

Economic Development Advisory Committee

Meeting Date: September 14, 2020
Meeting Time: 9:00 a.m.
Location: Council Chambers
Prepared by: Sarah Merrifield, Executive Assistant Committees of Council

A. Call to Order

Councillor Peter Bordignon called the meeting to order at 9:02 a.m. with Committee members John Ardiel, Cary Eagleson, Mylisa Henderson, Councillor Paula Hope, Tim Newton, Tony Poole, Krystin Rennie, and Steve Simon present. Committee member Andrew Siegwart joined the meeting following the call to order.

Town staff present were Deputy Treasurer/Manager of Accounting and Budgets Sam Dinsmore, Manager of Communications and Economic Development Tim Hendry, and Communications and Economic Development Coordinator Carling Fee.

Regrets were sent by Committee member Sarah Filion.

- **Traditional Territory Acknowledgement**
- **Committee Member Attendance**
- **Approval of Agenda**

Moved by: John Ardiel

Seconded by: Tim Newton

THAT the Agenda of September 14, 2020 be approved as circulated, including any additions to the Agenda

Ardiel, John	Yay
Eagleson, Cary	Yay
Filion, Sarah	absent
Henderson, Mylisa	Yay
Hope, Paula	Yay
Newton, Tim	Yay
Poole, Tony	Yay
Rennie, Krystin	Yay
Simon, Steve	Yay
Siegwart, Andrew	absent
Bordignon, Peter	Yay

The motion is Carried.

Declaration of Pecuniary Interest and general nature thereof

NOTE: In accordance with the *Municipal Conflict of Interest Act* and the Town Procedural By-law 2019-56, Economic Development Advisory Committee Members must file a written statement of the interest and its general nature with the Clerk for inclusion on the Registry.

None

▪ **Previous Minutes (August 21, 2020)**

Moved by: Cary Eagleson

Seconded by: Paula Hope

THAT the Minutes of August 21, 2020 be approved as circulated, including any revisions to be made

Ardiel, John	Yay
Eagleson, Cary	Yay
Filion, Sarah	absent
Henderson, Mylisa	Yay
Hope, Paula	Yay
Newton, Tim	Yay
Poole, Tony	Yay
Rennie, Krystin	Yay
Simon, Steve	Yay
Siegwart, Andrew	absent
Bordignon, Peter	Yay
The motion is Carried.	

B. Staff Reports and Deputations

B.1 Deputations, if any

**B.1.1 Presentation: Sameer Patel, MA, PLE, Vice President Tate Economic Research Inc.
Re: Town of The Blue Mountains Retail Gap Analysis**

Committee member Andrew Siegwart joined the meeting.

Sameer Patel, Vice President of Tate Economic Research Inc. reviewed his presentation on the Town’s Retail Gap Analysis. Mr. Patel summarized the project’s mandate, research tasks, COVID-19 and the current state of retail, retail function in Thornbury, Clarksburg and Blue Mountain Village area, customer draw, socio-economic characteristics in the rural and urban area, gap areas versus existing space, trends (diverging retail market, experiential retail, food and beverage trends, the retail hustle), a summary of findings (retail/service function, customer demographic), recommendation, and actions/implementation plans.

Councillor Paula Hope questioned if Mr. Patel has advice on how to ensure vacancy rate remains low on The Blue Mountains main streets if there is a second COVID-19 wave. Mr. Patel emphasized consideration of bulk purchase of propane heaters to extend patio season for food establishments, and if possible, provide resources for landlord/tenant and rent payment issues. Sameer noted the “buy local” initiative is a marketing campaign that should be supported and emphasized by retailers in The Blue Mountains.

Committee member Andrew Siegart commented that the recommendations in the report focus on the population base but may not consider the many semi-permanent residents and the changing demographics and should consider future conditions. Mr. Patel noted the analysis and findings were extrapolated to 2026 and confirmed the Retail Gap Analysis measures short term and existing trends to ensure relevance. Mr. Patel noted if a current retail environment is serving a Town, it will continue to meet those needs until the population majorly shifts.

Committee member Tony Poole requested Mr. Patel’s input on whether the current “convenience food”, essential needs shopping (casual attire) and e-commerce trends are anticipated to continue. Mr. Patel commented that leisure wear is a sticking trend, and restaurants with interesting food concepts are on the rise.

Committee member John Ardiel left the meeting at 10:16 a.m.

Committee member Mylisa Henderson questioned if any of the trends noted in the Retail Gap Analysis can be capitalized by businesses in other areas of The Blue Mountains such as Craighleith, Ravenna and Clarksburg. Mr. Patel commented that areas such as Clarksburg are highly specialized and recommended these areas consider specialty “pop up” stores to add diversity to their retail environments. Mr. Patel also referenced communities that offer “artist walks” or interactive programming to enhance service delivery.

Committee member Tim Newton questioned the best method for supporting small businesses if a COVID-19 second wave occurs. Mr. Patel noted businesses should advocate for rent relief and work with their respective landlords, and again noted that propane heaters would extend patio season for food establishments.

The Committee thanked Mr. Patel for his presentation.

Moved by: Tony Poole

Seconded by: Andrew Siegart

THAT the Economic Development Advisory Committee endorse the Retail Gap Analysis as presented and request staff to incorporate the recommendations into the Economic Development Strategy

Ardiel, John	Yay
Eagleson, Cary	Yay
Filion, Sarah	absent
Henderson, Mylisa	Yay
Hope, Paula	Yay
Newton, Tim	Yay

Poole, Tony Yay
Rennie, Krystin Yay
Simon, Steve Yay
Siegwart, Andrew Yay
Bordignon, Peter Yay
The motion is Carried.

B.2 Public Comment Period (each speaker is allotted three minutes)

NOTE: In accordance with the Town Procedural By-law 2019-56 fifteen minutes is allotted at the Meeting to receive public comments regarding Economic Development Advisory Committee matters included on the Agenda. The speaker shall provide their name and address, and shall address their comments to the Chair. Comments shall not refer to personnel, litigation or potential litigation matters, or matters that are a follow-up to a Public Meeting.

NOTE: Committee meetings are taking place virtually to assist with social distancing with respect to COVID-19. Comments received from the public that have not been included on the Agenda will be read at the meeting by the Executive Assistant.

None

B.3 Staff Reports

None

C. Matters for Discussion

C.1 Memorandum – 2021 to 2023 Budgets – Deputy Treasurer/Manager of Accounting and Budgets Sam Dinsmore

Manager of Communications and Economic Development Tim Hendry and Deputy Treasurer/Manager of Accounting and Budgets Sam Dinsmore provided an overview of the 2021 to 2023 Budgets Memorandum. Sam noted staff require input on the Committee budget by no later than October 2020. The Committee agreed an Economic Development Strategy Sub-Committee would be set to review potential budget requests prior to the October meeting. Any recommendations for inclusion in the 2021 budget will be presented at the October 2020 meeting for the Committee's consideration.

Committee members Tony Poole and Steve Simon left the meeting at 10:45 a.m.

Deputy Treasurer/Manager of Accounting and Budgets Sam Dinsmore left the meeting at 10:45 a.m.

C.2 Economic Development Strategy Sub-Committee Update (verbal)

Manager of Communications and Economic Development Tim Hendry noted staff have progressed with the Economic Development Strategy and developed five (5) strategic priorities and key action items. The first sub-committee meeting did occur with those sub-committee members reviewing the work completed to date. Tim confirmed the draft priorities will be brought to the full Committee and will also follow-up with the

business community in general to confirm any input on the identified priorities. Tim advised the major focus of the strategic priorities is resiliency.

C.3 Roundtable Update from Organizations/Committees

C.3.1 The Blue Mountains Agricultural Advisory Committee Update

No update.

C.3.2 Blue Mountain Village Association Update

- **“AGORA” Path of Light experience**
- **Tracking Summer 2020 lessons learned and preparing for Fall and Winter seasons**

C.3.3 Blue Mountains Chamber of Commerce Update

No update.

C.3.4 Clarksburg Village Association Update

No update.

C.3.5 The Blue Mountains Attainable Housing Corporation Update

- **Archaeological Assessment completed for Gateway Site**
- **Gateway Site Public Meeting to be scheduled**

C.3.6 The Blue Mountains Transportation Committee Update

- **Transportation Master Plan Scope of Work being finalized**

C.3.7 The Blue Mountains Sustainability Advisory Committee Update

- **Integrated Community Sustainability Plan being awarded**

C.3.8 Small Business Enterprise Centre Update

- **Digital Main Street – Application for OBIAA Funding Approved**
- **Starter Company Plus – 13 Businesses still going strong**
- **SBEC Staffing Update – New Hire who started September 1, 2020**
- **Fall “Back to Business” events schedule being worked on by BDC Partners**

C.3.9 Thornbury Business Improvement Area Update

- **Jersey Barriers to be removed from downtown Thornbury the first full week following Thanksgiving – downtown businesses are being advised**

C.3.10 South Georgian Bay Tourism Update

- **Working with a marketing specialist**
- **Reviewing membership fees with potential elimination of membership fees**
- **Virtual Annual General Meeting October 29, 2020**

C.3.11 Georgian Triangle Development Institute Update

- **Working with Planning and Engineering Departments throughout the region to ensure the planning process runs as smoothly as possible through the COVID-19 pandemic**

C.3.12 Manager of Communications and Economic Development Update

- **Community Profile**
- **Business Welcome Guide**
- **Rural Economic Development Grant Sign Project**

C.3.13 Grey County Economic Development Update

- **RABIT Task Force**

C.4 Economic Development Advisory Committee Action Item Tracking

- **Economic Development Strategy, including COVID-19 Specific Business Support and Economic Recovery Action Plan**
- **Sign By-law Update**
- **Follow-up to EDAC regarding potential swap of 10th Line from Matilda St/Grey Road 13 to Highway 26 and Bruce and Marsh Streets from Clark Street to Highway 26**
- **Review of Economic Development Advisory Committee Composition**

D. Correspondence

None

E. New and Unfinished Business

E.1 Additions to the Agenda

E.2 Items Identified for Discussion at the Next Meeting

- **2021 to 2023 Budget Recommendation from Sub-Committee**
- **Update re: Community Profile, Business Welcome Guide, and RED Sign Project**
- **Committee Composition**
- **Sign By-law Update**

F. Notice of Meeting Dates

October 14, 2020

Town Hall, Council Chambers

G. Adjournment

Moved by: Tim Newton

Seconded by: Mylisa Henderson

THAT the Economic Development Advisory Committee does now adjourn at 11:03 a.m. to meet again at the call of the Chair

Ardiel, John	absent
Eagleson, Cary	absent at time of vote
Filion, Sarah	absent
Henderson, Mylisa	Yay
Hope, Paula	Yay
Newton, Tim	Yay
Poole, Tony	absent
Rennie, Krystin	Yay
Simon, Steve	absent
Siegwart, Andrew	Yay
Bordignon, Peter	Yay

The motion is Carried.